

Abstract of the Disclosure:

An emblem device includes: a housing secured in a central (axial) portion of a wheel disc of a car wheel; and a decorative member having decorative feature or logo formed thereon and rotatably coupling with the housing and having a pendulum weight formed in a lower portion of the decorative member to be gravitationally pendent constantly; whereby upon a rotation of the car wheel to simultaneously rotate the housing secured on the wheel disc, the decorative member will be positioned or oriented upright constantly relative to the rotation of car wheel to thereby display the decorative feature upright, clearly and observably.